



THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 10/798,640) Primary Examiner: Stibley, Michael R.

5 Filing Date : 03/11/2004) Group Art unit: 4194

First Named Inventor : K. Witzenburg)

10 Firm Docket No. : MSL001)

For: METHOD FOR PROVIDING DISCOUNTED MEDIA PLACEMENT AND
MARKETING SERVICES TO A PLURALITY OF ADVERTISERS

RESPONSE/AMENDMENT

Mail Stop: **AMENDMENT**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

TO THE COMMISSIONER FOR PATENTS:

In reply to the Office Action dated **01/04/2008**, for which the period of response extends to and includes **06/04/2008**, the Applicant(s) respectfully request the entry and consideration of the following amendments and/or remarks to the above captioned application. No new subject matter has been added, and all amendments and/or remarks herein are made without prejudice.

Amendments to the Claims begin on page **2** of this paper.

Remarks/Arguments begin on page **8** of this paper.